Retail Guide
SWEDEN

STOCKHOLM | GOTHENBURG | Malmö
We are glad that you picked up this publication, since it means you are interested in learning more about retail opportunities in Sweden. The purpose of this guide is to give an overview and assist you in evaluating an entry into this dynamic market.

Sweden stands out and outperforms the rest of Europe in many key areas such as economy and competitiveness. Equally important, we are a nation of high-income earners with a large share of spending on retail and food & beverage. Swedes are also recognised as widely travelled trendsetters who are innately curious about new international brands and products. And since the purchasing power is one of the highest in Europe, they have ever increasing means to satisfy that curiosity. Many new international brands have already discovered the potential but there is room for many more. The share of international retailers in Sweden is low compared to markets in the rest of Europe.

Welcome to Sweden

11 REASONS TO TAKE A CLOSER LOOK AT SWEDEN

- Top performing economy in Europe
- Largest market in the Nordic region
- Strong retail sales growth for 20 consecutive years
- Wealthy consumers with high purchasing power
- Population growth and a large, well-educated middle class
- Recognised as a trendsetting and progressive country
- Sophisticated consumers, early adopters
- Strong appetite for new international retail brands
- Well established test market
- Availability of attractive retail space
- Transparent market and easy to do business

This guide charts retail opportunities in Sweden’s three largest city regions – Stockholm, Gothenburg and Malmö – and provides hard facts and information about the market, demand and supply. It has been developed in joint collaboration between the national trade and investment council Business Sweden, the regional investment promotion agencies of Stockholm, Gothenburg and Malmö and the Stockholm City Center Partnership. Among the partners are the Stockholm Property Association, property owners and consultants.

Please contact us for advice, networking contacts and establishment support – free of charge and in full confidentiality – to assist you further in evaluating the opportunities and setting up a successful business in Sweden. Please see contact details at the back.
THE NORDICS
TOP OF LEAGUE OUTPERFORMING EUROPE

Sweden is the very epicentre of the Nordic region, being the largest market, financial centre and hub for business in the region. Together the Nordic countries – Sweden, Denmark, Finland and Norway – make up the 11th largest economy in the world, consisting of 26 million inhabitants.

The Nordic model – one region, four countries
Some consider them small nations up north but in fact, the Nordics are continuing to outperform the rest of Europe, showing higher scores on practically every chart and ranking one cares to construct. The four countries are tied together historically through collaboration and many similarities – political visions, social security and cultural traditions – even language (except for Finnish). This has been internationally labelled as the “Nordic Model” – a hybrid system with its mix of social welfare benefits, openness and high-tech capitalism, which has made the region a highly attractive place for both living and doing business. Add to that security, transparency and lack of corruption.

Comparing wealth with price levels
Norway stands out with a GDP significantly higher than the rest of the Nordics and Europe, largely due to Norway’s abundance of oil. But one should also take into consideration that Norway is one of the most expensive countries to live in, with 52 percent higher prices on goods than the EU average. The Norwegians actually flock to Sweden to shop. Swedish consumers have the second highest GDP per capita in the Nordics and 24 percent higher than the European average, yet prices are not as high.

Forbes recently named Sweden as the world’s best country for doing business. Denmark, Finland and Norway also ranked in the top 10.

-Forbes Best Countries for Business 2017

Private consumption and retail development 2017, %

<table>
<thead>
<tr>
<th>Country</th>
<th>Private consumption</th>
<th>Retail turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>2.3</td>
<td>4.7</td>
</tr>
<tr>
<td>Norway</td>
<td>3.2</td>
<td>6.2</td>
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<tr>
<td>Denmark</td>
<td>1.1</td>
<td>2.3</td>
</tr>
<tr>
<td>Finland</td>
<td>0.5</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Source: GfK, 2017

GDP development and forecast, %

<table>
<thead>
<tr>
<th>Country</th>
<th>2016</th>
<th>2017</th>
<th>2018 (F)</th>
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</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>2.3</td>
<td>2.6</td>
<td>2.5</td>
</tr>
<tr>
<td>Norway</td>
<td>1.6</td>
<td>1.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Denmark</td>
<td>2.3</td>
<td>2.4</td>
<td>2.4</td>
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<tr>
<td>Finland</td>
<td>1.9</td>
<td>2.5</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Source: HUI / SCB/ SEB, 2017

Price levels vs. GDP per capita – European ranking

(Index 2016)

<table>
<thead>
<tr>
<th>Country</th>
<th>Price level</th>
<th>GDP per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>170</td>
<td>159</td>
</tr>
<tr>
<td>Iceland</td>
<td>151</td>
<td>129</td>
</tr>
<tr>
<td>Norway</td>
<td>149</td>
<td>149</td>
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<tr>
<td>Denmark</td>
<td>139</td>
<td>125</td>
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<tr>
<td>Luxembourg</td>
<td>138</td>
<td>267</td>
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<tr>
<td>Sweden</td>
<td>133</td>
<td>124</td>
</tr>
<tr>
<td>Ireland</td>
<td>126</td>
<td>177</td>
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<tr>
<td>Finland</td>
<td>123</td>
<td>109</td>
</tr>
<tr>
<td>UK</td>
<td>122</td>
<td>118</td>
</tr>
<tr>
<td>Austria</td>
<td>111</td>
<td>126</td>
</tr>
</tbody>
</table>

Source: Eurostat, 2016

Purchasing power per capita

Nordic capitals, 2015

| City       | Residents | Purchasing power
<table>
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<tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Net annual income</td>
</tr>
<tr>
<td>Stockholm</td>
<td>924,000</td>
<td>79.8</td>
</tr>
<tr>
<td>Oslo</td>
<td>650,000</td>
<td>81.7</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>583,000</td>
<td>59.3</td>
</tr>
<tr>
<td>Helsinki</td>
<td>628,000</td>
<td>75.9</td>
</tr>
</tbody>
</table>

*New York = Index 100. The price level rankings reveal the relative cost of goods and services worldwide. Source: UBS, 2015
International companies are attracted to Sweden for numerous reasons. The country is a global leader of innovation with a highly skilled labour force, sophisticated consumers, smooth business procedures, openness to international ownership and a stable economy.

When it comes to style and fashion, Nordiska Kompaniet is one of Sweden’s leading department stores. When it was founded back in 1902, the ambition was already clear. The department store was to be a commercial and cultural theater – a stage for contemporary life. This fall, Nordiska Kompaniet takes a closer look at the part technology plays within fashion and beauty. In the exhibition Artificial Icons, the department store brings a few of history’s most important garments and accessories into the future by recreating them with the help of 3D-printers.
Despite the relatively small population, Sweden consistently ranks as one of the most competitive, productive and globalised countries in the world.

Highly competitive and progressive nation
The Swedish business community continues to demonstrate the ability to take on new ideas and to innovate, adapt to changing business conditions and compete in an international setting. The fact is that Sweden is home to some of the most respected and well-known brands in the world, including Volvo, Electrolux, Ericsson and H&M. Retail giant IKEA was founded in Sweden in 1943 by then 17-year-old Ingvar Kamprad. It is also the birthplace of innovative start-ups that have achieved global success, such as Skype, Spotify and Klarna.

Sweden has the largest population and the largest retail market, and receives much foreign direct investment as the Nordic and Baltic countries together. Of all the Nordic countries, Sweden has the highest level of retail attractiveness when it comes to establishing new business ventures, and international retailers continue to selectively expand in the Nordic region at a slightly faster rate than in Europe’s key cities at an aggregated level. Sweden’s central location and strategic gateway to Northern Europe have also made it a natural logistics hub and place for consolidated business in the region.

Growing population
Sweden’s population is 10.0 million and the country has enjoyed steady population growth over the past 22 years, especially in urban areas, due to net immigration, increasing birth rates and lower mortality. The trend is only expected to continue. The majority of the population lives in the middle and southern parts where the largest cities – Stockholm, Gothenburg and Malmö – are situated. The levels of immigration mean that the population is highly diverse, with people from many different cultures.

Wealthy middle class with one of the highest levels of purchasing powers in Europe
Disposable income and private consumption growth are stronger than in most other European countries. There is a large middle-class segment with high spending power, and the difference between high and low-income households is low. Put simply, Swedes are wealthy and 80 percent of the population earns 75 percent of total income.

SWEDEN IS IN GOOD FINANCIAL SHAPE
- Public finances are balanced
- GDP growth is solid
- Employment levels increasing
- Interest rate low
- Consumer confidence high
- Purchasing power high
- Retail sales growing

KEY FACTS SWEDEN

| Population 2017, million | 10.0 |
| GDP growth 2017, % | 2.7 |
| GDP growth 2018 (1), % | 2.3 |
| Inflation (Sep 2017), % | 2.3 |
| Retail sales growth 2016, % | 3.4 |
| Retail sales growth 2017 (1), % | 2.5 |
| Unemployment rate (Aug 2017), % | 6.0 |
| Repo interest rate 2017, % | -0.5 |
| GDP per capita 2016 | SEK 443,900 |
| Disposable income per capita 2016 | SEK 273,532 |
| Retail sales per capita | SEK 75,000 |
| Corporate tax rate | 22% |
| Swedish krona, SEK/Euro (average 2016) | 9.5 |
| Swedish krona, SEK/$ (average 2016) | 8.6 |

Source: SCB/OCED/HUI

TOP 10 COUNTRIES IN EU GDP PER CAPITA IN PPP, SEK

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP per capita PPP, SEK</th>
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<tbody>
<tr>
<td>Luxembourg</td>
<td>890,401</td>
</tr>
<tr>
<td>Ireland</td>
<td>592,707</td>
</tr>
<tr>
<td>Netherlands</td>
<td>437,046</td>
</tr>
<tr>
<td>Sweden</td>
<td>426,661</td>
</tr>
<tr>
<td>Germany</td>
<td>411,893</td>
</tr>
<tr>
<td>Austria</td>
<td>410,984</td>
</tr>
<tr>
<td>Denmark</td>
<td>385,661</td>
</tr>
<tr>
<td>Belgium</td>
<td>362,271</td>
</tr>
<tr>
<td>France</td>
<td>360,987</td>
</tr>
<tr>
<td>Finland</td>
<td>356,227</td>
</tr>
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</table>

Source: KNOEMA, 2017
The Swedish Retail Market Forecast to Outperform Most Other Countries

Strong retail sales growth in Sweden
The Swedish retail market has enjoyed positive annual growth for 20 consecutive years, fuelled by steadily increasing population growth and rising disposable income. Growth in both private consumption and retail sales is stronger in Sweden than in almost any other European country. Swedish consumers have increased their retail spending for more than two decades and retail sales account for some 33 percent of total household expenditures. Adding in Food & Beverage, the share is almost 40 percent.

Another driver of retail sales growth is the increasing shopping tourism. (See Tourism section, page 14.)

Strong growth in e-tailing
The strong growth in e-commerce of goods continues with an increase of 17 percent. Online sales amount to 7 percent of total retail sales and about two thirds of the Swedish population makes at least one purchase online every month. Consumer electronics, clothes and groceries top the list. Traditional store retailers are increasingly complementing their store sales with online sales. Consumers are choosing to shop from international sites to a greater extent, preferably fashion. (See e-commerce section, page 20.)

Demand within many segments
There is a welcoming attitude in Sweden, both among consumers and property owners, to concepts that add diversity to the retail market structure. The fact that Sweden has four distinct seasons, for example, creates a demand for a wide range of products and services related to the home and to leisure activities. Swedes are also characterised by a love of outdoor activities, sports and other healthy pursuits. Showing off your perfectly decorated home with a newly renovated kitchen and bathroom and inviting your friends over for dinner is equally important. Simultaneously though, Swedes are spending an increasing amount of money on going out to eat and drink. The Food & Beverage sector is growing rapidly. (See Food & Beverage section, page 16.)

Mature but vibrant retail market
The Swedish retail market is well developed and dominated by a small number of large chains. This is especially true of high-volume clothing, furniture and food retail, where it is common for several different chains to have the same owners. Swedish H&M is the second largest clothing retailer in the world and IKEA the world’s largest furniture retailer. The success of these two multinationals illustrates that the Swedish retail market is mature and innovative, and can compete well in the international market.

Demand within many segments

Retail sales growth even during the few years of financial downturn. (See Retail Sales and GDP Development, 2008-2016, %)

Retail sales and GDP Development, 2008-2016, %

<table>
<thead>
<tr>
<th>Year</th>
<th>Retail sales</th>
<th>GDP growth</th>
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</thead>
<tbody>
<tr>
<td>2008</td>
<td>-0.4%</td>
<td>3.6%</td>
</tr>
<tr>
<td>2009</td>
<td>1.2%</td>
<td>3.6%</td>
</tr>
<tr>
<td>2010</td>
<td>3.2%</td>
<td>3.9%</td>
</tr>
<tr>
<td>2011</td>
<td>2.1%</td>
<td>3.7%</td>
</tr>
<tr>
<td>2012</td>
<td>-0.3%</td>
<td>3.8%</td>
</tr>
<tr>
<td>2013</td>
<td>2.0%</td>
<td>3.4%</td>
</tr>
<tr>
<td>2014</td>
<td>3.2%</td>
<td>3.5%</td>
</tr>
<tr>
<td>2015</td>
<td>4.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>2016</td>
<td>3.2%</td>
<td>2.5%</td>
</tr>
<tr>
<td>2017 (f)</td>
<td>2.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td>2018 (f)</td>
<td>2.1%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

20 consecutive years of annual retail sales growth

40% of total household expenditure is spent on retail and F&B

Presence of International Retailers

Stockholm is the springboard for retailers into the region and has the highest presence of international retailers compared to its Nordic peers, followed by Copenhagen, Oslo, Malmö, Gothenburg and finally Helsinki.

Source: JLL, 2015

Sweden is ranked the 5th best country in the world when it comes to cross-border trade.

Rank - Trading across borders

1. Singapore
2. Netherlands
3. Hong Kong
4. Luxembourg
5. Sweden
6. Finland
7. Austria
8. United Kingdom
9. Germany
10. Belgium

Source: World Economic Forum, 2017
There have been a number of new openings over the last five years. Examples include Aesop, Celine, Disney Store, Eataly, Lindt, MAC, Moncler, 3ina, Pull & Bear and Tesla.

For international retailers looking for growth and diversification, the Swedish retail market is an increasingly attractive destination for expansion. As the global retail industry has expanded rapidly into new markets, the Swedish and Nordic markets have remained relatively untapped by international retailers. Traditionally, the country has been dominated by domestic and Scandinavian brands, but in recent years new brands have entered the market with further expansion plans. Sweden is well suited to new retail concepts and there are opportunities in most segments. The market is largely unregulated and open to international entrants. Stockholm, Gothenburg and Malmö are among Europe’s most affluent cities. A high degree of market maturity, resilience and growth prospects as well as real estate transparency and low risk add to their appeal.

The Swedish Consumer
CURIous AND PROGRESSIVE TRENDSETTERS

Swedes are recognised both for setting new trends and rapidly adopting them from abroad. They travel widely, expanding their minds culturally, exposing themselves to many different cultures, and cultivating a taste for new brands and experiences, which they love to test against their own high standards. Swedes are also demanding buyers who value function and quality as much as design and branding in purchasing decisions. The use of social media and mobile communication is high. Consumption patterns reflect both equality and individuality. Alternative lifestyles and relationship patterns are tolerated and welcomed. New movements in fashion, music or design are often communicated through media, blogs and personalities.

Sweden is one of the most individualised and secularised countries in the world.
- World Values Survey

Recent international retail brand entrants – a selection
- Aesop • American Vintage • Apple Stores • Axel Arigato • Calzedonia • Celine • Chanel • Chanel Beauty Store
- Coca-Cola Store • Disney Store • Eataly • GranMusik • Hamleys • Holland & Barrett • Intimissimi • JD Sports
- Lett • LG • Joe Malone • Joe & The Juice • Kiko • LEGO Store • Lindt • MAC • Moncler • MRoom • Oysho
- Picard • Pull & Bear • Red Wing Shoe Store • River Island • Sephora • Starbucks • Suitsupply • Superdry
- Tesla • Varner Group • Victoria’s Secret • XXL • Zalando • 3ina

opportunities for international retailers
Growth Prospects in Largely Untapped Market
LARGE INCREASE IN SHOPPING TOURISM

Record volumes and record shopping expenditure fuel Swedish retail sales.

With the fashionable lifestyle in its largest cities and its five-star culinary experiences, Sweden is gaining the attention of travellers from around the world. A new record was set in 2015 when 60 million commercial overnight stays were recorded, the largest increase originating from non-European countries like China, USA and India.

The fact that tourism is the fastest growing industry in Sweden has had a significant impact on the retail and shopping culture. Revenues from international visitors have more than doubled in the last five-year period, and visitor volumes have increased faster than the European average. Shopping and product purchases was the largest single expenditure for international visitors.

TOURISM FACTS

95 SEK billion is what visitors spent on restaurants and lodging in 2016, since 2000, foreign consumption has grown by 177 percent.

296 SEK billion in total consumption from tourists (+5% since 2015), foreign consumption in Sweden has increased three times as much as domestic consumption.

60 million overnight stays, of which 16 million are international. Shopping is the largest expenditure among foreign visitors, at 45 percent of total consumption.

FOREIGN VISITORS CONSUMPTION IN SWEDEN, 2016

DID YOU KNOW ...

... that 80 percent of all transactions in Sweden are made by cards. Sweden might very well be the first cash-free society in the near future.

Source: Svensk Handel, 2017
FOODIE NATION WITH WORLD-CLASS CUISINE

The all-pervasive Swedish interest in food and beverage experiences continues unabated. Food innovators are gaining an international reputation, and consumers are dining out like never before.

**Swedish consumers** are spending more and more money on food and beverage. The restaurant industry’s turnover is growing fast and hit a record high of SEK 127 billion in 2016. An increase of 7 percent over the previous year.

Sweden has emerged as a foodie nation to watch, with its modern food scene, indigenous cuisine and culinary techniques that shape global trends. Swedish chefs have achieved world recognition by earning both gold and silver medals at the culinary Olympics, the Bocuse d’Or. And with gourmet restaurants opening their doors all over the country, Sweden has transformed itself into one of Europe’s haute cuisine hot spots, which has definitely caught the eye of food critics across the globe.

The café and coffee shop industry is also booming. Turnover has nearly doubled since 2007 - an increase that is 70 percent higher than the rest of the restaurant sector. This is largely due to an industry development where a range of concepts and different type of coffee shops have struck a cord with consumers.

There has been a shift in recent years with Swedish consumers increasingly adopting a lifestyle of eating out. A restaurant visit is no longer reserved for social occasions or business meetings. Breakfast, lunch and dinner - eating out has become a way to take care of everyday meals. In fact, Swedish consumers now spend about as much on cafés and restaurants as they do on groceries.

Opportunities for anyone who wants to introduce new F&B concepts to Sweden most certainly exist – from fast food to fine dining concepts.

Recent international food and beverage companies established in Sweden:
- Burger & Lobster
- Domino’s Pizza
- Dunkin’ Donuts
- Eataly
- Egon Restaurant
- Foodora
- Jamie’s Italian
- Joe & the Juice
- KFC
- Lett
- Picard
- Simit Sarayı
- Starbucks
- UberEATS
- Vapiano
- Wagamama

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**RESTAURANT TURNOVER 2004-2016 MILLION SEK (INCLUDING VAT)**

**TOTAL F&B SALES PER SEGMENT, 2016**

**127 SEK billion (€13 billion)**

Cafés/ Coffee shops: 7%
Hotel restaurants: 10%
Workplace restaurants: 4%
Entertainment venues and bars: 13%
Cafés/coffee shops: 7%
Restaurants: 46%
Fast food restaurants: 13%
Roadside restaurants: 7%

Source: SCB 2017

**DID YOU KNOW...**

... that Sweden offers world-class cuisine with as many as 23 restaurants with a total of 26 Michelin stars.
GREAT SUPPLY OF RETAIL SPACE

The Swedish shopping centre market is one of the most mature and well developed in Europe. Major attractive developments cater to increased demand.

Developers and property owners are working constantly to increase the stock of attractive retail space due to strong private consumption and retail sales growth.

Most major Swedish cities have at least one retail park, with IKEA dominating the out-of-town market.

About 15 new shopping centres located all over Sweden are in the pipeline stretching out to 2017. Some of these recently opened and ongoing developments are presented in the following city guides, ranging from high-tech setups with a GLA of more than 100,000 sq m, to specialised city district developments and shops in restored historical buildings.

Ever since the 1950s, Swedish families have been happily making weekly trips to their shopping destinations. Ever since the 1950s, Swedish families have been happily making weekly trips to their shopping destinations.

EXCELLENT LOGISTICS HUB FOR NORTHERN EUROPE

Sweden ranks at the top as the most trade-friendly andlogistically efficient nation in the world, moving goods and connecting manufacturers and consumers with international markets.

Sweden is the preferred choice when companies consolidate distribution and warehousing activities in Northern Europe to one central location. From Sweden, all major cities in Sweden, Denmark and Norway are accessible by road transport in less than 12 hours, while Estonia, Finland, Latvia, Lithuania and western Russia are accessible within 24 hours. Some ten Swedish locations are used by foreign companies for centralised distribution in Northern Europe.

Infrastructure investments have provided Sweden with outstanding capacity to assure fast, frequent and timely deliveries. Road and rail capacity to and from Sweden is supported by several high frequency ferry connections and an extensive port network. The Swedish distribution network comprises a large number of freight-forwarding and full-service third-party logistics (3PL) providers. Spurred by the requirements of diversified and multinational industries, Sweden’s logistics sector has become one of the most capable in Europe. Early globalisation of Swedish created high demand for efficient transport and communications systems.

SWEDEN IS THE PREFERRED choice when companies consolidate distribution and warehousing activities in Northern Europe to one central location. From Sweden, all major cities in Sweden, Denmark and Norway are accessible by road transport in less than 12 hours, while Estonia, Finland, Latvia, Lithuania and western Russia are accessible within 24 hours. Some ten Swedish locations are used by foreign companies for centralised distribution in Northern Europe.

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GREAT SUPPLY OF RETAIL SPACE

There is a considerable supply of retail space on the Swedish market and the total retail stock amounts to approximately 18 million sq m, including shopping centres, retail parks and high street premises. Sweden has some 400 sq m GLA per 1,000 people, compared to the EU average of 331 sq m retail space per 1,000 people.

Ever since the 1950s, Swedish families have been happily making weekly trips to their shopping destinations, both out of town and in the cities. Shopping centres represent some 30 percent of the non-daily goods market. In the Stockholm area, this figure is closer to 50 percent. The retail sales in shopping centres account for more than 33 percent of total retail sales in the country.

There is a healthy nationwide supply due to major ongoing and planned expansions of shopping centres and retail parks throughout the country, as well as a number of city-centre renewal projects. Much of Sweden’s retail space is under institutional ownership and many owners specialise solely in retail property.
E-COMMERCE IN SWEDEN

IMPRESSIONS GROWTH AND STRONG DEMAND

Increasing digitization drives globalization. Today’s consumers are becoming more discerning and demanding; they want a large variety and they want products delivered in ways that fit into their daily lives. When Swedes shop online from abroad, it is mainly the wide range and lower prices that drive their purchases.

Fast, convenient deliveries is now something that Swedes take for granted, and consumers are looking for an increasingly higher degree of precision and flexibility. Today’s consumers place the same expectations on physical and digital commerce alike. It’s a matter of being accessible in the way that consumers want. Whether or not this is achieved physically or digitally has become less important. More and more e-tailers are also establishing physical stores, often to satisfy shoppers’ demand for accessibility.

The main reason why Swedish consumers buy goods online is that e-commerce allows them to shop when it suits them. Time-savings, better selection and the convenience factor also drive online shopping.

The most popular product categories online are home electronics, clothing and footwear, media (including books, films, and video games), and building supplies. Online solutions for grocery shopping is growing rapidly.

One in four online purchases are cross-border. Swedes’ favorite international e-commerce destinations are China and the UK, and a significant proportion of Swedish consumers also buy from Germany and the US.

It is crucial to offer locally adapted, trouble-free delivery methods. Additionally, new types of delivery services are becoming increasingly common and more highly valued.

- Håkan Ericsson, President and Group CEO of PostNord

Source: E-barmetern, 2017

MATURE E-COMMERCE CONSUMERS

<table>
<thead>
<tr>
<th>Population (18-79)</th>
<th>7,411,852</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet penetration (% of population)</td>
<td>93%</td>
</tr>
<tr>
<td>Shop online (% of population)</td>
<td>89%</td>
</tr>
<tr>
<td>At least one online purchase per month</td>
<td>67%</td>
</tr>
<tr>
<td>Online purchases from foreign sites per month</td>
<td>29%</td>
</tr>
<tr>
<td>Average purchase per person per month</td>
<td>1,514 SEK</td>
</tr>
<tr>
<td>Average time consumers are ready to wait for a delivery from a purchase (days)</td>
<td>3.3</td>
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Source: SCB / E-barmetern / DIBS

E-COMMERCE TURNOVER, SEK BILLION

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<tr>
<td>4.9</td>
<td>6.8</td>
<td>9.0</td>
<td>14.3</td>
<td>17.7</td>
<td>20.4</td>
<td>22.1</td>
<td>25.0</td>
<td>27.7</td>
<td>31.6</td>
<td>37.0</td>
<td>42.9</td>
<td>50.1</td>
<td>58.1</td>
<td>67.7</td>
</tr>
</tbody>
</table>

Strong retail sales growth even during the few years of financial downturn. Source: E-barometern, 2017

Photo: Susanne Walström
Way of entering the market
The most common way to enter the Swedish retail market is through direct ownership. Franchising and entering via shops-in-shops are other ways, but the Swedish franchise market is not as mature as that in other European countries. It can be difficult to find financial partners and master franchisees to invest in new international brands.

Favourable rental conditions
There are no restrictions on foreign companies either buying or renting property in Sweden. It is generally believed that the Swedish lease structure is more orientated toward tenant than landlord. Security of tenancy is strong and the tenant has the right to renew at lease end. Standard lease terms are 3–5 years for shopping centres and high street units. Longer terms, usually 7–10 years, apply at retail parks and for anchor tenants. Rents are normally constructed as a minimum base rent with a turnover element if sales exceed the base rent. Rents are indexed annually to the trend in consumer prices, and the tenant has the right to renew the contract for three years.

Commercial leases and rents
Compared to other countries, tenants have a strong legal position and right to the rented premises. Generally, landlords bear a higher proportion of operating costs than in other countries. Rent usually includes heating and water but not electricity or telecommunication. Rent also often includes cleaning of common areas and snow removal. Rental costs for a fashion store typically amount to 8–10 percent of sales.

Opening hours
Companies are free to set their own opening hours, as long as this is not in conflict with the lease. It is common for the retail trade in a given city to reach an accord on opening hours. Typical opening hours for high streets are 10:00 a.m. - 7:00 p.m. Mon-Fri, 10:00 a.m. - 5:00 p.m. Sat, 11:00 a.m. - 4:00 p.m. Sun. For shopping malls opening hours are longer, until 8:00 p.m. /9:00 p.m. weekdays and 5:00 p.m./6:00 p.m. weekends. For grocery stores opening hours are longer.

Salary costs
The average salary for a full-time sales clerk in retail ranges from 23,000 to 25,000 SEK, excluding social fees. Typically, salary costs for a fashion store amount to 17–19 percent of sales. There is no statutory minimum wage in Sweden; wage issues are instead left to employers and employees and their representatives. In the retail sector, the trade union stipulates a minimum monthly and hourly wage, depending on age and experience, in the collective agreement.

Starting a business in Sweden - fast and easy
Setting up a business in Sweden is a straightforward process. Procedures are simple and efficient, based on a transparent system that seeks to facilitate establishment of new enterprises without red tape. 85 percent of the population speaks English.

For more detailed information on how to expand to Sweden - please contact Business Sweden.
BRINGING BUSINESS TO SWEDEN
AN A-Z GUIDE

What seems to be the overall experience among companies that have brought their business into the Swedish market is how easy things are. The business climate is characterised by simplicity, openness and transparency. We have compiled a list of arguments, in alphabetical order, as to why Sweden is a thriving market that should be looked into.

ANNUAL GROWTH
Sweden’s overall growth has enjoyed positive annual growth for more than two decades, fuelled by steady increases in disposable incomes. Over all, retail sales have increased by 51 percent since 2000, and according to the Swedish Trade Federation, retail sales are expected to grow by 30 percent by 2020.

BUSINESS FRIENDLY
Sweden is known for its hierarchy-based management approach based on democracy, knowledge-sharing and delegation of responsibility to the individual. Business frameworks are transparent and user-friendly. A high percentage of those employed speak English, and in many cases other European languages.

COLLECTIVE AGREEMENT
Sweden has a tradition of mutual respect and cooperation between companies and their employees. Labour relations between employers and trade unions are cordial and constructive. Industrial disputes and conflicts are rare. Employers or employers’ organisations hold discussions with the unions to agree on collective agreements for employees. These regulate wages and employment conditions.

DOUBLE TOURISM
REVENUES BY 2020
Tourism is Sweden’s largest growing industry, with significant revenues expected to double by 2020. Shopping in Sweden is a popular activity, and Sweden is mostly visited by tourists from neighbouring Denmark, Norway and Finland, and others nearby, such as Germany and the UK. The strongest growth comes from non-European markets like China, Japan, India and USA.

EXPERTS’ FAST TRACK
SWEDEN
Sweden offers special income-tax relief to encourage highly skilled people, such as international executives, experts, researchers and others with special skills, to work in Sweden. The relief tax scheme makes it easier for foreign-owned and domestic companies to attract experts and other key people from abroad to work in Sweden.

FINANCIALLY STABLE COUNTRY
With lowered interest rates and rising disposable income, the outlook is positive. In addition, low sovereign debt, transparent economies, an intact banking system and consumers with stronger personal finances produce a rare combination of stability and growth potential. Sweden has a competitive export industry focusing on investment and on input goods such as components and raw materials.

GROCERY GIANTS
The three largest retailers in Sweden are in the grocery retailer segment. The largest of these companies, measured by retail sales revenue in 2016, is ICA Sverige, followed by Arlafood and Coop. Sweden’s two largest retailers play an important role in Swedish retail, especially in grocery retail, but they are also gaining in significance even in grocery retail thanks to the rising share of online discounters. Lid (German) and Netto (Danish).

HO! CHOOSE SWEDEN
Sweden has the second highest export of global headquar ters in the world per million inhabitants. According to the World Bank, 2020 companies have their global headquarters in Sweden.

INTERNET SAVVY
Sweden tops the latest Transparency and Readiness Index (NRI) list. Sweden is a country where networked economy in the country’s show is outstanding across the board. 1st, 2nd, and 3rd for individual usage, business readiness, and personal choice, as well as for the business environment structure environment, respectively. E-commerce in goods is growing strongly.

Just over half of all shop sales online, with consumer electronics, clothing, and books topping the list.

JUST ONE WORLD
For most Swedes today, sustainability is a way of life. Sweden ranks first in the EU in consumption of organic foods, leads the way in recycling drinks cans and bottles, and gets most of its energy from renewable sources. Sustainable development is a key objective for the Swedish Government, both at home and abroad. The reasoning is that members of one generation should conserve resources for future generations. A recent study by the European Commission found that 40 percent of Swedes had purchased eco-labeled items over the past month, compared with the EU average of 17 percent.

KEY MONEY
Key money for retail premises is not common but it exists in rural locations. A security deposit is usually paid in advance as a minimum rental. The tenant has the right to renew the contract for a further three years. Rents are normally calculated as a minimum base rent with a turnover cost element if the sales exceed the base rent. A high quality standards prevail at commercial premises and few structures are generally cost-effective. Rents are linked to changes in the consumer price index to keep up with inflation. The margin that a retailer pays on a lease is considered as earning and excludes property tax.

LABOUR LAW
Workers have a very strong legal position. Swedish way seems to be lagom, meaning much means “it’s just right”, “everything in moderation” and “don’t get too big for your boots!” All rolled into one word. Swedish business people consider themselves lagom, meaning normal. However, the Swedish way seems to be increasingly efficient. Sweden is considered an innovative and creative country, and one successful Swedish company after the other grows up on the global market.

OPENING HOURS
Regular opening hours at most shops are 10 a.m. to 7 p.m. on weekdays. All shopping centres and department stores are open on Sundays. In the countryside, department stores remain open until 7 a.m. or 8 a.m. Retailers are free to set their own opening hours, as long as this does not conflict with the lease.

PAYMENTS ON TIME
According to Intrum Justitia’s European Payment Index, Sweden is a country where companies can expect to get paid on time for their services. The average payment period in Sweden are 26 days for B2C and 35 days for B2B, compared to the European average of 36 days for B2C and 49 days for B2B.

QUALITY OF LIFE
Sweden is one of Europe’s most competitive countries for corporate taxation. Sweden’s tax structure is transparent, efficient and just. Swedish taxes are low by international standards and also based on the company’s annual profit. No licence tax or local corporate tax is applicable. Tax frameworks for businesses compare very favorably with other OECD nations.

MORE CENTRAL THAN YOU MIGHT THINK
Sweden is located at a comfortable distance of three and a half hours by plane, train, boat or car. Sweden lies within a comfortable distance of many European destinations.

RENTS
CONDITIONS
Compared to other countries, tenants in Sweden have strong legal position and right to the rented premises. Standard lease periods last between three and six months’ rental is normal.

LOW CORPORATE TAXES
Sweden is one of Europe’s most competitive countries for corporate taxation. Sweden’s tax structure is transparent, efficient and just. Swedish taxes are low by international standards and also based on the company’s annual profit. No licence tax or local corporate tax is applicable. Tax frameworks for businesses compare very favorably with other OECD nations.

TRANSPARENCY
All Western politicians claim to promote transparency and technology. The Swedes can do so with more justification than most. Performance is measured at all schools and hospitals. Sweden is also a lead er in e-government – you can er in e-government – you can

YUPPIES AT STUREPLAN
Shoppers is more than an address, it is also Stockholm’s symbol for luxury and style. Business people, media icons, models and celebrities stroll past the square’s famous “mushroom” to visit some of the city’s most exclusive clubs, restaurants and retailers along Birger Jarlsgatan and Bibliotekstan.

ZESTIGE AWARENESS
Sweden is recognised for both setting new trends and rapidly adopting them from abroad. Consumers are considered demanding buyers who value new technology, functionality and quality as much as design.
STOCKHOLM

THE CAPITAL OF SCANDINAVIA

Stockholm is one of the fastest growing cities in Europe. The cosmopolitan atmosphere, the entrepreneurial climate and an audience of affluent, sophisticated and open-minded shoppers create exciting opportunities for brands in all retail areas.

KEY FACTS STOCKHOLM

- **Commercial bednights 2016**: ca 13.5 million
- **Workforce greater region**: 2.4 million
- **Students**: 150,000
- **Companies**: 470,000
- **Foreign owned companies**: 14,000

**Average age**: 39
**Highly educated people**: 58%
**Single households**: 44%
**Average income**: SEK 348,000
**Retail sales**: SEK 348 billion (24% of total Sweden)

---

**Retail sales index**

<table>
<thead>
<tr>
<th></th>
<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>104</td>
<td>124</td>
<td>114</td>
</tr>
<tr>
<td>Sweden</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: HUI

---

**GRP/Capita**: 606,000 SEK
**Population**
- City: 933,970
- County: 2.2 million (+38,000/year)
- Greater region: 4.4 million

---

**Average income**: SEK 348,000

---

- **Retail sales index**
  - Daily goods
  - Non-daily goods
  - Total

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- **Population**
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**Average income**: SEK 348,000
**Retail sales**: SEK 348 billion (24% of total Sweden)
Stockholm is one of the fastest growing cities in Europe.

According to the Financial Times, Stockholm is one of the top ten European Cities/Regions of the future in terms of its infrastructure, economic potential, human resources and business friendliness. Stockholm’s forward-thinking culture fosters innovation, which in turn produces popular and globally relevant companies; many of which are headquartered in the city.

Early adopters and trendsetters
Consumers in Stockholm have an international mindset and are sensitive to, and accepting of, new trends in every area. Trendsetters gather here in what can, without a doubt, be called one enormous and creative melting-pot. Stockholmers are known to be both trendy and spendy, and Stockholm County has one of the highest GRPs per capita in Europe. It’s inhabitants are the highest income earners in the country, spending large sums on retail.

An international city and a talent hotspot
According to a report published by LinkedIn and the City of Stockholm in 2016, the city continues to have incredible traction with IT skills far above the global average, and particularly when it comes to skills that are in high demand internationally such as development and programming. Stockholm is now a net beneficiary of international and national talent.

Stockholm produces more billion-dollar companies per capita than any other region in the world after Silicon Valley.

Financial Times, 2015

Stockholm ranks as the most popular destination for international retailers in the Nordic region.

Source: JLL’s report “Destination Nordics 2015”.

While Stockholm consistently tops global business and innovation rankings – it doesn’t stop there. In terms of music, culture and food, Stockholm has distinctly international flavour - and it’s getting noticed. In recent years, the city has attracted considerable interest from international companies and brands, with a surge of foreign investments. Between 2015 and 2016 the value of foreign investments skyrocketed with 25 percent.

Great opportunities for international retailers
Currently, around 38,000 people move to Stockholm each year, which makes it one of the fastest growing cities in Europe. Stockholm is predicted to grow at a rate six times faster than Paris and twice as fast as Copenhagen by 2030. Every year millions of visitors travel to Stockholm. With close to 13.5 million commercial overnight stays in 2016, Stockholm continues to climb the list of most attractive destinations in Europe. Since 2016 more than 40 new international direct flight connections have opened, including direct flights between Stockholm and Los Angeles, Singapore, Milan, Dusseldorf and New Delhi.

There has been a considerable increase in new retail space developments and expansions of shopping centres and city districts. Reasons include swelling retail sales and high population growth rates, much higher than other leading European cities.

The opportunities for international retail brands are many, and most indicators are in Stockholm’s favour, in particular for retail chains. Simply put: Stockholm offers high purchasing power, one of Europe’s most popular tourist destinations and an attractive business environment.
**Examples of largest shopping centres and retail parks**

**Stockholm Region**

**Stockholm has the best urban mobility/public transport in Europe.**

**STOCKHOLM**

<table>
<thead>
<tr>
<th>Shopping Centre</th>
<th>Owner</th>
<th>No of tenants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kungens Kurva</td>
<td>IKEA Fastigheter</td>
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<tr>
<td>Barkaby Retail Park</td>
<td>Unibail Rodamco</td>
<td>165</td>
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<tr>
<td>Sickla Köpkvarter</td>
<td>Olav Thon Gruppen</td>
<td>177</td>
</tr>
<tr>
<td>Täby Centrum</td>
<td>Unibail Rodamco</td>
<td>158</td>
</tr>
<tr>
<td>Mall of Scandinavia</td>
<td>Atrium Ljungberg</td>
<td>226</td>
</tr>
<tr>
<td>Välingby City</td>
<td>Skandia Liv</td>
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<td>Ljöhlomstorg</td>
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<td>3130</td>
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<tr>
<td>Värmdö R P</td>
<td>Aberdeen Asset</td>
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<tr>
<td>Nacka Forum</td>
<td>Nordiska AB</td>
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<tr>
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<tr>
<td>Mall of Scandinavia</td>
<td>Aberdeen Asset</td>
<td>75</td>
</tr>
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</table>

**Examples of external shopping destinations**

**Stockholm has the best urban mobility/public transport in Europe.**

**Arthur D. Little, Urban Mobility Index, 2014**

Stockholm has the best urban mobility/public transport in Europe. Stockholm has welcomed a number of new market entries in recent years, including Tesla and Sephora. It’s still host to the only Apple store in the Stockholm region.

**Sickla Köpkvarter**

Sickla is the hub of a growing new area in Stockholm. An area with a strong urban vibe, where people live and work next door to shopping, restaurants, culture, educational institutions and international corporations employing approximately 5,000 people.

The centre has 165 shops, including many interior design and furniture retailers and a special area for craft workshops and up-and-coming designers. Examples of retailers: G-Star Raw, Designtorget, Urban Deli, Bookbinders Design, Naturkompaniet, Best of Brands.

**Täby Centrum**

Täby Centrum is one of the largest shopping centres in the Stockholm area and a hub for suburbs north of Stockholm. It includes extensive retail facilities, restaurants, cafes, two large supermarkets and community services ranging from library to doctors’ practices and a local police station. It also features entertainment ranging from a newly refurbished cinema to Sweden’s largest indoor adventure golf facility. The centre has welcomed a number of new market entries in recent years, including Tesla and Sephora. It’s still host to the only Apple store in the Stockholm region.

Täby Centrum is frequently awarded with recognizable awards such as “Stockholm’s Favourite Shopping Centre” (Estormic) as well as “Sweden’s Best Shopping Centre 2014” and “Best Nordic Shopping Centre 2015” awarded by the Nordic Council of Shopping Centres (NCCSC).

**Mall of Scandinavia**

Scandinavia’s largest shopping centre opened in November 2015 and offers an impressive combination of international and exclusive brands, experiences and entertainment.

Located next to Solna station and Friends Arena, Mall of Scandinavia is a mere 7 minutes from central Stockholm by train, and also has direct access from the E4 and E18 motorways. A new metro station is also planned for 2022. The building covers about 300,000 sq m including 4,000 parking spaces. The Mall of Scandinavia has delighted visitors with numerous market entries ranging from Disney and LEGO Stores to MAC Cosmetics and Nike. A range of other nooties include Sweden’s first IMAX cinema and Stockholm most extensive restaurant offering, play areas for children and extensive leisure and game facilities. The contemporary service offering also includes Click & Services, a lounge where e-tailing meets the physical shopping experience with pick-up and return areas and fitting rooms.

**Nacka Forum**

Nacka Forum is the largest shopping centre in the southeastern part of Stockholm with fashion and interior design stores, restaurants, grocery stores, and cafes spread over four levels. Services include library, banks, healthcare centres, pharmacies, a children’s playing area and offices space. The centre is easily accessible by foot, car and public transport, with regular buses taking only 10 minutes to Stockholm city.

Several ambitious development projects are underway to further develop the area with new offices, housing and a metro line leading to Nacka Forum which will be completed by 2023.
Located throughout the city – from “Upper East Side” Östermalm to hipster Söder – these are the favourite indoor shopping destinations for Stockholmers:

**SHOPPING CENTRES**

1. **Gallerian**
Stockholm’s first and largest shopping centre, located in the heart of downtown Stockholm’s commercial hub. Comprising of 61 shops and restaurants. Gallerian is home to an exciting mix of international and Swedish retailers. Among them are: Hollister and the first River Island store in Sweden. The centre is seamlessly connected with the underground and tram. Car access is one of the best in the CBD. The next step is an additional 5,500 sq m of retail space containing more attractive shopping, restaurants and entertainment concepts. Retailers include Hollister, River Island, Lindes, Nike, Clas Ohlson, G-Star RAW and H&M.

Owner: Ålab Fastigheter
No of tenants: 61

2. **Fältöversten**
Södermalm’s 3rd largest shopping centre. It includes the retail and F&B district SoFo. Located in the dandyish Stureplan area, Sturegallerian has a diverse offering of shopping, restaurants, patisseries, cafes, bars and everyday shopping, where different styles combine to form an attractive whole with a quirky edge. Teatern (“The Theatre”) was launched in December 2015. The venue brings together several of Sweden’s most high-profile chefs and restaurateurs. In the basement, Escalier and Sturebadet Spa.

Owner: AMF Fastigheter
No of tenants: 60

3. **Sturegallerian**
Located in the downtown Södermalm area, Sturegallerian has been a meeting point for discerning shoppers, bookworms, gourmets, coffee lovers and interior design enthusiasts since 1989. Sturegallerian caters to several walks of urban life with a diverse offering of shopping, restaurants, patisseries, nightlife, entertainment and recreation. Retailers include: Zara, Rituals, Wyred, Massimo Dutti, Casall, Sturehot, Grand Escaler and Sturebadet Spa.

Owner: Ternbyggnationen Swedish Holdings S.A
No of tenants: 61

4. **Ringen**
Ringen is located in the core of Södermalm, one of the trendiest and most innovation districts of Stockholm. It houses a mix of brands that reflect the diverse, creative and innovative people in the area. The gallery is a laid-back space for socialising and everyday shopping, where different styles combine to form an attractive whole with a quirky edge. Teatern (“The Theatre”) was launched in December 2015. The venue brings together several of Sweden’s most high-profile chefs and restaurateurs. Retailers include H&M, Kicks, MQ, Stadium and ICA.

Owner: Ålab Fastigheter
No of tenants: 60

5. **Stureplan**
Located in the downtown Södermalm area, Stureplan is one of the most upmarket residential areas in Stockholm. A spacious centre with around 60 stores and restaurants that satisfy most of the shopping needs of its affluent neighbours. The atmosphere is welcoming, with big labels sharing the space alongside small high-end and lifestyle brands, traditional and classic but with a modern twist. The centre is continuously evolving, aiming to uphold and improve an innovative and exciting mix of food, fashion and service. Retailers include H&M, Kicks, Lindes, Jack & Jones, Rituals and ICA.

Owner: AMF Fastigheter
No of tenants: 40

6. **Palmkullen**
Fältöversten is located in the heart of Östermalm, one of the most upmarket residential areas in Stockholm. It contains more than 40 shops, creating an attractive mix of private wealth in Stockholm.

Owner: AHF Fastigheter
No of tenants: 34

7. **Mood Stockholm**
Mood Stockholm is shopping beyond shopping. An entire block in the city centre with an elegant, diverse and international atmosphere. It even includes urban gardens and unique tree-houses for conference use. It is the place to find unique concepts, a high level of service and some of Stockholm’s most popular restaurants, attracting a trend-aware target group with the highest of standards. The tenants mix, containing 55 units, covering the whole range from fashion to beauty and interiors perfectly reflects the needs and wants of an urban consumer. Mood Stockholm is located close to three different metro stations. Retailers include Daniel Wellington, Best of Brands, Samsoe Samsoe, Rodoljus, Yellow Corner, Paris Living, Starbucks, Holy Greens, Boquería, Air and bar.

Owner: AHF Fastigheter
No of tenants: 12

8. **Galleria Skrpn**
Located in the heart of Östermalm, one of the most upmarket residential areas in Stockholm. The prime retail area in Västermalmgallerian. It contains more than 40 shops, creating an attractive mix of private wealth in Stockholm.

Owner: AHF Fastigheter
No of tenants: 46

**DEPARTMENT STORES**

1. **NK**
Stockholm’s classic department store, located on the major shopping street Hamngatan and adjacent to Mood Stockholm. 118 different stores featuring a vast assortment of high-end fashion and luxury goods. Restaurants and cafes for refreshments are found throughout the building. A popular grocery store and bakery is located in the basement. Examples of brands: Hermes, Ralph Lauren, Paul Smith, Burberry and Max Mara.

Owner: NK
No of tenants: 118

2. **Åhléns City**
Åhléns City is the leading department store operator in Sweden, whose flagship Åhléns City is the largest department store in Stockholm. Here, over 1,000 quality brands co-exist to offer the widest assortment of fashion, beauty, accessories and lifestyle products in town. Examples of brands: Hugo Boss, Filippa K, J.Lindeberg, Asos, Gucci, Diesel.

Owner: Åhléns
No of tenants: 110

3. **Bonnier Fastigheter**
Located in the heart of downtown Stockholm’s commercial hub. Comprising of 61 shops and restaurants. Gallerian is home to an exciting mix of international and Swedish retailers. Among them are: Hollister and the first River Island store in Sweden. The centre is seamlessly connected with the underground and tram. Car access is one of the best in the CBD. The next step is an additional 5,500 sq m of retail space containing more attractive shopping, restaurants and entertainment concepts. Retailers include Hollister, River Island, Lindes, Nike, Clas Ohlson, G-Star RAW and H&M.

Owner: Ålab Fastigheter
No of tenants: 61

4. **Hornstull**
Opened in 2013 in the city’s hipster-crowded southwest corner, Hornstull is a welcoming commercial addition to the district. With a pronounced emphasis on food, drink and social shopping, visitors can choose from a mix of some 30 F&B and apparel outlets. Retailers include H&M, Picard and L’Occitane.

Owner: Hornstull Fastigheter
No of tenants: 34

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7. **Hornstull**
Located in the heart of Stockholm, lies the shopping centre Västermalmsgallerian. It contains more than 40 shops, creating an attractive mix of fashion, food and services. This is where urban consumers do their daily shopping and spend time with brands and family. The centre is located right by Fridhemsplan metro station, Stockholm’s third largest hub for public transport. Retailers include Rituals, H&M, Gina Tricot, Polarn o. Pyret and Espresso House.

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**SHOPPING CENTRES AND DEPARTMENT STORES IN STOCKHOLM CITY**

1 Swedish krona, SEK = € 0.104, EUR (average 2017)
Retail in Stockholm’s city centre is concentrated in connected shopping areas, each with its own unique atmosphere and commercial offering.
Many new developments are under way in Stockholm city. Ranging from bold new concepts such as Urban Escape – connecting hotels, retail spaces, offices and restaurants – to the revamping of Stockholm’s most central street.

THE LOBBY
The market place of tomorrow
The Lobby has been described as the concept of the future in terms of retail. Under development by AMF Fastigheter and located in The Mood District, on Regeringsgatan 61, the Lobby is all about new products and innovative concepts. It is a curated and dynamic retail market featuring fashion, lifestyle, interior design, beauty, and technology brands and pop-up stores as well as food & beverage and spaces for socializing and events. The Lobby will also feature a range of sophisticated digital services, such multimedia shopping tools and Click & Collect.

URBAN ESCAPE
The hottest city space in Stockholm
AMF Fastigheter is shaping one of the hottest new city spaces in the capital. Spanning five properties, four streets and two squares, Urban Escape attracts those seeking a creative vibe and a cosmopolitan pulse. Whether you are looking for offices or retail space, this is the hot spot. Urban Escape also houses the iconic Gallerian, Stockholm’s most central shopping mall as well as two unique lifestyle hotels and a number of top restaurants. To top it off – these properties are interlinked through a roof-top setting with bars and event spaces.

VASAGATAN
Stockholm’s most central street is getting an upgrade
The Central Station, with its 11,000 square metres of retail space, is unbeatable in terms of access. The main commercial area on the street currently consists mostly of large hotels and restaurants. New developments are under way to make this street one of the most attractive new entrances to central Stockholm. Starting early 2018, construction will be carried out to create a more attractive area with wider sidewalks and more outdoor restaurants. Traffic will be reduced in favour of pedestrians and cyclists. The City of Stockholm and real estate owners on the street are collaborating within Management Vasagatan toward a shared vision of an all-day, all-year open street bustling with contemporary F&B and retail concepts.

STURE
The place to meet
The City of Stockholm and AIDA, Abu Dhabi Investment Authority are collaborating on a redevelopment of Sturekvarteret that is set to be completed in 2025. Together they are updating this classic business, shopping and entertainment district into a meeting destination with plenty of space in an unbeatable location. Work is underway to create a central yard, additional restaurants, a large food hall, a new hotel as well as modern offices and residential spaces. The 8000 sq m of commercial space and the new food hall will share a completely new ground floor accessible through a new exit from the underground.

SERGELHUS
City development – ongoing project
In the centre of Stockholm City, with a unique location facing Sergels Torg, you will find Sergelhus. This is a major ongoing development involving three properties, three streets and a city square. The anonymous-looking bank headquarters will be given a whole new expression and role to play in the city, and will offer modern central offices, brand-new retail spaces, residential units, hotels and meeting places. Bottom floors facing Sergels Torg will be opened up, with solar staircases between Malmshöjodgatan and Sergelgatan generating entirely new pedestrian flows. Plans for a new commercial property are also in the pipeline for this big project. The construction started in the summer of 2017, and will be ready for occupancy by 2021.

GAMLA BROGATAN
Bringing back the trendy atmosphere to one of Stockholm’s most unique streets
The location between Drottninggatan and Vasagatan shows the potential for this 250 meter long street. In the past, the street had a strong position as a trendy hub and attracted at that time the newest concepts. The character is unique with a taste of a friendly small town with creative concepts, restaurants and cafés, located next door to the urban and vital area with large customer flows. The new commuter train station (Citybanan) at Vasagatan in the beginning of Gamla Brogatan is drawing attention and will create new strong customer flows in the coming years. The real estate owners have started the renewal work, within Management Gamla Brogatan, to regain that position. Focus are both indoor and the outdoor environment together with the municipality. Strong and creative concepts as Grandpa, Volt, Dr Denim and star restaurant Frantzén have the street as their home, and the work will continue to make room for more.
GOTHENBURG
THE SMILING FACE OF SWEDEN
The Gothenburg region is growing faster than anyone could have imagined. Serious investments are also being made in infrastructure and urban development, leading to more commuting and a population influx.

KEY FACTS GOTHENBURG

GRP/Capita*: SEK 460,000
Population:
  • City: 557,000 (+8,500 per year)
  • Region: 1.0 million (+19,000 per year)
  • County: 1.7 million (+17,000 per year)
Workforce*: 503,000
Students: 50,000

Companies: 114,000
Foreign owned companies: 2,300
Average age: 39
Highly educated people: 53%
Single households: 53%
Average income: SEK 250,000
Retail sales*: SEK 65 billion (10% of total Sweden)

* Gothenburg Region
Source: Business Region Göteborg
For more data on the Gothenburg Region, you may download the report "Facts & Figures" on www.businessregiongoteborg.com

Retail sales index

<table>
<thead>
<tr>
<th></th>
<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
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<tr>
<td>Sweden</td>
<td>100</td>
<td>100</td>
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</tr>
</tbody>
</table>

Source: HUI
GOTHENBURG
THE PEARL OF THE WEST COAST

With a thriving business environment and an exciting urban transformation underway, Sweden’s second city is attracting people, companies and investors like never before.

Transforming
5,000,000 square metres are slated for development in the central parts of Gothenburg alone, which will double in size with 25,000 new apartments and 45,000 new workplaces. The total investment in the region is estimated at SEK 1,000 billion.

Strong growth
For many years, the Gothenburg region has enjoyed a birth surplus and net population growth. In addition, the Gothenburg region has the fastest growing total wage sum among Swedish metropolitan regions. The strong growth of the region's labour market is driven mainly by the high value added generated in the region’s production of goods and services.

A tourist and shopping destination
Gothenburg has a lot to offer. There is a wide range to choose from, and plenty of shops are within walking distance, with a mix of department stores, shopping centres, designer shops and pleasant pedestrianised areas. The region also has extensive experience hosting and organising large and small meetings/congresses, events and festivals, putting it in a strong position in this area relative to the rest of Sweden. This adds to the importance of and growth in tourism, and to the number of visitors. The number of airline passengers continues to rise, breaking a new record in 2016, when 6.4 million passengers travelled to and from Gothenburg. The hotels, holiday villages and hostels also reached new highs in 2016, with 4.7 million overnight stays.

A delicious experience of Gothenburg
Gothenburg is also a fantastic city for eating out. The offering of restaurants and cafés is well developed. It has everything from Michelin-starred restaurants to tiny street stalls that serve delicious local specialities. The proximity to the sea and the archipelago means that the selection of fish and seafood is second to none in Sweden. Gothenburg offers several world-class fish and seafood restaurants.

#1
Gothenburg ranks as the most sociable city in the world
Source: Hostel World 2017

Retail growth
Retail sales are an important growth engine for the Gothenburg region, accounting for 27,000 full-time employees. The city of Gothenburg will celebrate its 400th anniversary in 2021, by which time it will have a substantially expanded infrastructure base and be an even more attractive travel destination. Retail sales play an important role in making this goal a reality.

Gothenburg is increasingly making waves on the fashion scene. It’s the birthplace of global brands Nudie Jeans, Monki and Weekday. Meanwhile, major Swedish chains MQ, Lindex and KappAhl all have their headquarters in the city.

GOthenburg AT A GlANCE

- Value added in food & beverage has increased by more than 60% since 2009
- Sweden’s top logistics location and home to Scandinavia’s largest port
- Sweden’s best location for central warehouses
THE LARGEST SHOPPING DESTINATIONS
IN AND AROUND GOTHENBURG

EXAMPLES OF SHOPPING CENTRES, RETAIL PARKS AND DEPARTMENT STORES

1. Nordstan Shopping Centre
   The largest shopping centre in Gothenburg, it is much more than a routine shopping trip. Aside from the massive selection of clothing, shoes and eateries, Nordstan also offers cosmetics, home electronics, sporting goods, toys, interior design items and much more.
   Owner: Nordstan AB & Vasakronan AB
   No of tenants: 170

2. Nordiska Kompaniet (NK)
   NK stands for style, trends and inspiration. This exclusive department store has been located at Östra Hamngatan 42 for over a century. Spread over four floors, it has over 50 departments offering the latest in fashion, accessories, beauty and interior design. The NK Designers department celebrates Swedish brands such as Dagmar, Whirl, Acne, Hunkydory and Old Midy. International brands such as Marc Jacobs and D&G can also be found here.
   Owner: NK stands for style, trends and inspiration.
   No of tenants: 65

3. Arkaden Galleria
   Arkaden consists of more than 20 shops and restaurants on three levels with a focus on fashion, design, and décor. Here you will find shops like Zara, Mango, Tommy Hilfiger and Esprit. The mall opened way back in 1899.
   Owner: Swedentown AB
   No of tenants: 21

4. Frölunda Torg
   Frölunda Torg offers 200 stores just 15 min. from the city centre. It has everything from fashion, home décor and sporting goods to cosmetics and electronics. There are also several cafes and restaurants, as well as unique delicacies at the Salutorget food hall.
   Owner: Skanord Fastigheter AB
   No of tenants: 217

5. Backaplan
   Backaplan, located just north of Gothenburg’s city centre, is one of Sweden’s largest shopping areas. It covers approximately 110,000 sq m and holds more than 120 stores. Backaplan is a public transportation hub and is easy to reach by car.
   Owner: Multiple owners
   No of tenants: 119

6. Galleria 421
   Galleria 421 opened in 2006, it has grown into an established shopping centre with an increasing number of visitors and sales. The largest tenant is ICA Maxi, followed by MediaMarkt. Other tenants include H&M, Internsport, Dressman, Lindas, KappAhl and Cubus.
   Owner: Eurocommercial Properties N.V
   No of tenants: 48

7. Sisjö retail park
   Sisjö Entra is a part of Sisjö Köpstad – a customer-friendly and comprehensive shopping complex for both consumable and durable goods. Located in Askim in the south of Gothenburg, it is one of the largest shopping areas in the region, which is rapidly growing and attracting more stores to the area. There is a mixture of stores offering electronics, DIY and home improvement, sporting goods, toys, etc.
   Owner: Attabilia Holding Sverige
   No of tenants: 65

8. Frölunda Torg
   Frölunda Torg offers 200 stores just 15 min. from the city centre. It has everything from fashion, home décor and sporting goods to cosmetics and electronics. There are also several cafes and restaurants, as well as unique delicacies at the Salutorget food hall.
   Owner: Skanord Fastigheter AB
   No of tenants: 217

9. Bäckebol
   Located on the island of Hisingen in the northern part of Gothen, this large shopping destination is home to retailers such as IKEA, Bauhaus, Clas Ohlson, Coop, MediaMarkt and sports chain XXL.
   Owner: Trojhol Fastigheter AB (Robito AB)
   No of tenants: 28

10. Kållered retail park
    Kållered Köpstad was developed from open countryside into one of the region’s retail parks in the 1970’s. A new land use plan is in the works to allow for development of the area.
    Owner: IKEA Centres
    No of tenants: 34

11. Allum
    Allum, located 9 km east of Gothenburg centre, is a modern shopping centre featuring specialty shops side by side with well known chains as well as eateries.
    Owner: Sten & Stibom Sverige AB
    No of tenants: 100

12. Kungsäterssänd
    The retail trade in the growing city of Kungsbacka, south of Gothenburg, is characterised by three separate shopping areas – Hede Fashion Outlet, Kungsamänt and the inner city. Kungsmaxsan is located in the heart of Kungsbacka.
    Owner: Aracs KB
    No of tenants: 86

13. Hede Fashion Outlet
    This outlet offers well-known brands in fashion, sporting goods and home furnishings from Acne, Björn Borg, Hugo Boss, Filippa K, J. Lindeberg, Kosta Boda, Lacoste, Nude Jean, Orrefors, Oscar Jacobson, Peak Performance and Rainsbrand.
    Owner: SvenskaHANDSKATIFASTIGHETER
    No of tenants: 50

14. Stenungsö Centre
    This centre in the municipality of Stenungsund consists of many stores with a large variety of brands. The location is in a quiet marine environment just by the ocean.
    Owner: Citygrip
    No of tenants: 75
Gothenburg has an exciting mix of international fashion brands, independent shops, pedestrian streets, malls and department stores.

**Avenyn - the city’s boulevard**

Kungsportsaventy, known as Avenyn (the Avenue), stretches from the monumental Götaplatsen to Kungsportsbron bridge by the Moat. Avenyn is a popular destination for over 8 million Gothenburg natives and tourists every year. The boulevard and its side streets are lined with numerous cozy cafés, renowned restaurants and popular bars. In summer Avenyn becomes even livelier as the pavements fill up with sunny terrace bars, cafés and strolling holidaymakers. The district also has several museum shops, including the one at the Gothenburg Museum of Art with its large selection of art and design books, and Kökhka, which offers an assortment of curated design items and prints. Flagstop stores for Oscar Jacobson, Villeney & Bosch, Tommy Hilfiger, Bang & Olufsen, Neopresso and Laura Ashley rub shoulders with a wide selection of top fashion chain stores. Recently the store Av33 opened here where one can find an assortment of sports brands such as Under Armour.

**The inner city**

The charming area inside the Moat is home to a mix of small specialist shops and large chain stores. There are about 470 stores, more than 125 restaurants and 57 cafés, and over 10 retraods for body and mind. The aroma of freshly roasted coffee drifts from Victoriapassage, a narrow alley lined with charming small boutiques. Beyond, the cobbled Södra Larmagan stretches all the way to Kungsportaplan and the old Market Hall (Saluhallen). A little farther along the Moat stands the famous Feakakfine fish market hall, Kungsplatan, which is mostly a pedestrian street, offers a wide variety of shops, cafés and restaurants. Recently Tesla motors opened a showroom here in the inner city. Luxury brand Michael Kors also has a store close to the Tesla showroom. The Magasin district, previously a warehouse district, now offers a great selection of shopping and exciting places to eat. A creative centre has blossomed in the neighbourhoud around Magasinplasset. Välgatan and Södra Larmagan, where local Gothenburg designers have set up shop amidst cafés and vintage boutiques. Shoppers will also find specialty shops such as Emma and Malene and Velour, and can enjoy a seafood lunch at Strömmingshaken.

**Haga**

Haga is one of the oldest and most popular districts in Gothenburg. The neighbourhood has kept a lot of its original charm and the picturesque main street Haga Nygata is lined with well-preserved wooden houses, boutiques and cafés. It is home to numerous small boutiques that offer an eclectic mix of old and new. There is a wonderful assortment of antiques, handicrafts, designer goods, books, children’s clothing and vintage fashion. The neighbourhoud merges into the Linné district.

**Linné**

The Linné district extends from Jämtorget square to the hub Linnéplatsen, next to Slottsskogen, a park. The street is sometimes described as “the main boulevard” for the locals, largely thanks to its large selection of restaurants and bars. The area is also good for shopping, with a varied selection of vintage, fashion boutiques and art galleries. The four side streets named Långgatan are dotted with urban fashion stores, vintage boutiques, record shops, antique shops, pubs and restaurants.

The popularity of Gothenburg—birthplace of Volvo (and Alicia Vikander), home to Michelin-star restaurants, picturesque architecture, sophisticated bar culture, renowned galleries and art museums, and designer shops—has exploded in the last few years.

– Matilde Wergeland, Vogue 2017
RETAIL DEVELOPMENT IN THE GOTHENBURG REGION

Gothenburg is in the early stages of its biggest development leap in modern history and 80,000 new homes and as many workplaces will be built by 2035. Gothenburg’s county, Västra Götaland, also has the largest planned volume of new retail space – 700,000 square metres.

Nordstan Shopping Mall
Ongoing development
This enormous shopping centre, which attracts millions of shoppers every year, is set to grow even larger. Renovation and expansion have already started, and will provide new streets and arcades, more entrances and more retail space for stores and eateries.

Fredstan
Ongoing expansion and development
In 2016 several new stores opened along the southern part of Fredsgatan. After extensive renovations the street is undergoing continuous development and will offer premium concepts to the Gothenburg market as well as new eateries.

Backaplan retail district
Ongoing 2016-2019
This large and popular retail district has a central location, just a bridge and a few minutes away from Gothenburg’s inner city. It will transform into a new urban district – an attractive area for living and shopping. Developers have joined forces, and plans include 5,000-6,000 housing units, public spaces and retail/food & beverage space.

Kulan Retail District
Expected opening 2021
This shopping centre in Gothenburg is under development with 55,000 sq m of new retail space including stores, services and eateries. 300 apartments will be built next to this area. SKF’s old factory buildings are being transformed into the new shopping experience Kulan, whose architecture and design are inspired by the industrial heritage of the area.

Högsbo-Sisjön
Ongoing 2016-2019
This area south of Gothenburg continues to expand, and is expected to double in area over the next years. The investments will lend the area a new character, with housing, offices, new retail space and hotels.

Gothenburg Airport City
Ongoing development
This huge airport area in the municipality of Härryda will be a sustainable destination for work, services, meetings, shopping and travel. There are detailed plans for large areas dedicated to logistics, business parks and retail.

Kongahälla Shopping
Expected opening 2019
A new retail destination will be established in this municipality of Kungälv – just along the E6 freeway. The planned name of this urban district is Kongahälla – it will consist of retail as well as non-commercial activities covering about 35,000 sq m. It will also include new residential units. All of which will be adjacent to the new travel centre also planned for in this area.

Mölndal Galleria
Expected opening 2018
This galleria is a redevelopment project of parts of the existing city centre of Mölndal. It will feature 70 stores spread over 24,000 sq m of retail services and food and beverage. Around 150 apartments will be located on top of the two-storey galleria.

The Avenue - Avenyn - main boulevard of Gothenburg
Ongoing expansion and development
Avenyn and its side streets are being developed to make room for even more shops, experiences and restaurants of international calibre. This transformation aims to give visitors an exceptional range of choice within fashion, food and exciting art and culture concepts.

Allum
Ongoing expansion
This mall is located in Partille, 7 km east of Gothenburg. Allum is set to expand by 15,400 sq m taking the total number of stores to more than 130. The expected opening of the new extended mall is during 2019.

5 million sq m is being developed in central Gothenburg alone, and the total investment volume for the entire region is estimated at SEK 1,000 billion. The largest sums will be invested in new housing, infrastructure, industry/production and retail.
If you are looking for a vibrant, evolving place with an excellent geographical location that gives you access to the most densely populated region in Scandinavia – then look no further. You have come to the right place.

Let us introduce you.

<table>
<thead>
<tr>
<th>Retail sales index</th>
<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
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<tr>
<td>Sweden</td>
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</tbody>
</table>

Source: HUI

**KEY FACTS MALMÖ & GREATER COPENHAGEN**

- **GRP/Capita**: 450,000 SEK
- **Population**
  - City: 328,494, (+4.8% since 2011)
  - Malmö region: 695,430
  - Greater Copenhagen*: 3,900,000
- **Workforce**: 170,218
- **Students**
  - Malmö: 26,000
  - Greater Copenhagen*: 153,000 (8,000 scientists)
- **Companies**
  - Malmö: 35,171 (1,941 are foreign-owned)
  - Greater Copenhagen*: 250,000
- **New companies**: 8 reg./day
- **Average age**: 38
- **Highly educated people**: 50%
- **Single households**: 70%
- **Average income**: SEK 207,000
- **Retail sales Malmö region*:** SEK 45 billion (7% of Sweden)

* Malmö Region
* Greater Copenhagen includes not only Malmö but Skåne
"Greater Copenhagen is a metropolitan region that spans Eastern Denmark and Skåne in Southern Sweden" Source: http://www.greatercph.com/about
Malmö is Sweden’s third largest city, located in the Southernmost part of Sweden, Skåne. Malmö is the economic hub and growth center of the region, offering access to 3.9 million consumers in the Greater Copenhagen area.

Malmö was recently ranked as the world’s fourth most inventive city.

A top choice for Nordic Headquarters
The city is experiencing positive population growth for the 31st consecutive year, and now has approximately 328,000 inhabitants (+64,000 daily commuters). Malmö is considered the no. 1 city for Nordic headquarters, the most competitive region in the Nordics, and the 4th most competitive in EU according to the European Commission.

Mercedes-Benz, Brio, Colorama, Honda Nordic, Peugeot, Oatly, IKANO bank, Vestas, Thule Group, Duni, Perstorp and Oikla Foods are but a few of the companies that have moved their World HQ, Nordic or Swedish headquarter to Malmö.

IBM Client Innovation Center and IKEA’s global center “Hubhult” have also been located to Malmö. They have moved here because we have an expanding, highly educated, young and diverse population. We have great communications and logistics with port, extensive rail & road network and only 20 minutes from the city center to Copenhagen Airport. Add world class sustainability, a stable, innovative economy and great quality of life for employees – including a city beach.

Accessibility from a leading Logistics network
The southernmost part of Sweden, Skåne and the Greater Copenhagen region offer:

• Short travel times and an extensive network of rail, roads and ports – the area has an excellent public transport network, and extensive investments are being made in infrastructure.

• The infrastructure of roads and rail networks are extensive and supports multi modal transports. CMP Copenhagen Malmö Port, is an example of maximizing the cross national potential with a Swedish/ Danish joint port company ensuring high capacity and access to both countries.

• Keeping a sustainable perspective, Malmö has bicycle routes that connect the whole city.
Malmö city is really evolving now that the Triangeln shopping centre has been refurbished. The city is in full swing with its open-air restaurants, and several exciting new concepts have opened on the high street.

— Vasakronan

Property owner, Triangeln
Malmö offers a large selection of designer boutiques and young, trendy fashion. Commercial pedestrian areas stretch from Stortorget along Södergatan, Skomakaregatan and Baltzargatan, past Gustav Adolfs Torg and Södertull, and further down Södra Förstadsgratan to Triangeln and Möllevången. Most of the shopping districts are pedestrian only, and within walking distance.

City Centre
Malmö Central Station is Sweden’s third largest station with over 45,000 travellers passing through each day. Since the Citytunnel opened in 2010, the station has gone through a major renovation, combining new modern architecture with historic buildings such as Kungalängan, the one-time waiting lounge for the king in the 19th century. At Malmö Central Station you’ll find a mix of shops selling books, magazines and flowers, as well as a wide range of restaurants and coffee shops with flavours from all over the world.

Triangeln
Södra Förstadsgratan is a popular pedestrian shopping street that stretches from Davidshallbron bridge to Triangeln. Here you’ll find Design Torget, G Star Raw, Samsoe & Samsoe, Levi’s, Björn Borg, Mango and Benetton. Over the last few years, many new restaurants, cafés and shops have popped up in the area around Davidshall torg. Most of the stores cater to a young and trend-conscious audience, but you can still find everything from boutiques with custom designs to vintage shops. Find your favourite designer at Tjallamalla, Popolino, Gry, Anceschi or Liebling.

Möllan
Malmö’s most colourful neighbourhood with lively markets, shops and restaurants from around the world. There are 177 countries represented in Malmö, and they all come together in Möllevångstorget. When it comes to restaurants, you will find virtually the whole world represented here! Close to Möllevångstorget is also Malmö Chokladfabrik/Chocolate factory, Malmö Chocolate Museum and micro brewery Malmö Bryghus, all showcasing proud traditions from Malmö’s past.

Photo: Fredrik Johansson, City of Malmö, Trade & Industry Agency
UNDER DEVELOPMENT
IN THE MALMÖ REGION

There are several new retail developments underway in Malmö and the surrounding region. The city is growing as a result of increasing innovation, investment and residents in the city which can be seen by developments in infrastructure, shopping, food, industry and a new world-class innovation complex with retail and mixed used buildings onsite.

Science village Scandinavia
The land being developed just north of Lund covers 18 hectares where the plan is to build approximately 250,000 sqm GFA intended for use by businesses, research and educational facilities in the field of materials and life science research and innovation. University and college campuses, guest accommodation, research institutes, services, gyms, restaurants and cafés will be built on the plot. The buildings can be erected with up to seven or eight floors, in a variety of architectural styles. www.sciencevillage.com

Malmö Industrial Park
Malmö Industrial Park, situated by the harbour, is one of the most attractive locations for new business start-ups in northern Europe.

The area is located close to the Malmö/ Copenhagen conurbation at the threshold to the Baltic Sea region and its 100 million consumers. The strategic location makes it easy to distribute incoming and outgoing freight flows, both on a north-south axis to Scandinavia and northern Germany and on an east-west axis to Poland, the Baltic States and western Russia. The sizes of the industrial sites in the Malmö Industrial Park vary, starting at around 20,000 square metres. The subdivision of sites is flexible and there is significant scope for adaptations based on the needs of each business. Similarly, there are good opportunities for meeting the needs of businesses that need extra-large sites or have other preferences.

The Western Harbour District
The district is an example of the city’s transformation from an industrial society to a focus on innovation and knowledge to a focus on innovation and knowledge. The Western Harbour is one of the most important areas of expansion today in Malmö, with its mixed urban structures including residential, retail, commercial and services. The Western Harbour District
This is one of the most important areas of expansion today in Malmö, with its mixed urban structures including residential, retail, commercial and services. The district is an example of the city’s transformation from an industrial society to a focus on innovation and knowledge. The Western Harbour is one of the most sustainable and trendy district in Malmö with amazing architecture and a view over the Öresund straight and bridge to Copenhagen. Here you also find the 190 meter high Turning Torso with a view over the Öresund straight and bridge to Copenhagen. Here you also find the 190 meter high Turning Torso and Stapebäddsparken which attracts skateboarders from all over the world.

The Fehmarn Belt tunnel will have a similar impact on a competitive new greater Region.

C4 Shopping
C4 Shopping is planned to open in stages. The first part of the complex opens in late 2017. The grand opening, once construction of the entire establishment is completed, will be in the end of 2018. Located in Kristianstad, the seat of Scania County which is a city with a strong commercial traditions, the new shopping mall is in the center of a region with 300,000 inhabitants. With its 70,000 sqm, 2,400 parking spaces, and 100 retail spaces it will be a commercial center attracting visitors from Eastern Scania, Western Blekinge and Southern Småland. It’s situated in the green surroundings of the castle of Hammarshus, where King Christian IV of Denmark founded the city in 1614.

C4 Shopping

The world’s most advanced research facilities, MAX IV and ESS, are outside Lund, 20 kilometres north of Malmö. These facilities will help scientists understand materials in much finer detail, helping them solve some of the grand challenges of our times – from cancer research to novel energy materials.

C4 Shopping

I love this city and that is why I have invested heavily in it, with a total of three new hotels in the coming years. Malmö has incredible potential with its pioneering spirit and diversity and I have decided to be part of the city’s growth.

– Petter A Stordalen, owner of Nordic Choice Hotels in Sydsvenskan
LET US ASSIST YOU IN SETTING UP BUSINESS IN SWEDEN

This publication is provided by the investment promotion organisations of Sweden, Stockholm, Malmö and Gothenburg in partnership with industry organisations and retail property owners. Contact us for assistance, information and network contacts when considering expanding into Sweden.

BUSINESS SWEDEN assists international companies to invest and expand in Sweden and companies in Sweden to grow their international revenue through strategic advice and hands-on support. The Swedish Government and local industry own Business Sweden, thus providing access to contacts and networks at all levels.

www.business-sweden.se

INVEST STOCKHOLM is the official investment promotion agency of Stockholm. We work on a long-term basis with the marketing and development of the Stockholm region as a business destination.

www.investstockholm.com

STOCKHOLM CITY CENTRE PARTNERSHIP (City i Samverkan) is a non-profit membership organisation that initiates, manages and executes city centre projects in collaboration with local authorities, property owners and various city stakeholders. Together we strive for the best possible Stockholm City centre experience.

www.cityisamverkan.se

BUSINESS REGION GÖTEBORG is the official investment promotion agency of the Gothenburg region. We are dedicated to strengthening and developing trade and industry in this region. We offer local expertise, market information, tailored data/analysis and contacts facilitating the establishment and expansion of businesses in greater Gothenburg.

www.investingothenburg.com

INVEST IN SKÅNE is the official business promotion agency for southern Sweden. We provide free professional advice and services to international companies considering southern Sweden for future investments, and assist regional companies in developing their international business.

www.investinskane.com

INDUSTRY ORGANISATIONS

STOCKHOLM PROPERTY ASSOCIATION

Based in the heart of Sweden’s thriving capital, the Stockholm Property Association represents and serves over 5,000 members in the commercial and residential real estate industry.

www.fastighetsoffiken.se

PROPERTY OWNERS

AMF FASTIGHETSKOMBI is one of Sweden’s largest property companies. By developing and managing our offices, retail properties and the surrounding neighbourhoods, we are contributing to the creation of vibrant and attractive cities. AMF Fastigheter is a subsidiary of the pension company AMF.

www.amffastigheter.se

AXFAST is a long-term property company with a focus on sustainability and selected locations, specialized in owning and developing properties for retail, offices and hotels in Central Stockholm and logistics in Sweden. Axfast is one of four separate groups within the Axel Johnson Group.

www.axfast.se

VÅSAKRONAN is the leading commercial property company in Sweden. Our strategy is to focus on retail premises and centrally located offices in Sweden’s major growth regions. Stockholm, Uppsala, Gothenburg, Malmö and Lund. We believe in city shopping wholeheartedly, and with 314,000 sq m of retail space, we are one of the largest retail operators in Sweden with an attractive offer of prime city retail premises.

www.vasakronan.se

CONSULTANTS

CBRE is the largest full-service real estate services firm in the world. Operating across the globe, the firm holds a leadership position in the clear majority of the world’s key business centres. The firm has approximately 70,000 employees, of whom 250 are based in Sweden. CBRE have offices in Stockholm, Gothenburg and Malmö.

www.cbre.se

CUSHMAN & WAKEFIELD is a leading global real estate services firm that helps clients transform the way people work, shop and live. Our cross-border retail team provides innovative solutions to occupiers, owners and investors, with offices in Stockholm, Norrköping, Gothenburg and Malmö. We are the centre of retail and leisure.

www.cushmanwakefield.se

GATE46 provides solutions to make retailers more profitable. We offer Tenant Representation, Site Acquisition & Disposal, Legal Advice, Valuation & Advisory and Contract Management.

www.gate46.se

WISTRAND ADVOKATFRYNDA has one of the most prominent real estate practices on the Swedish market. Within the retail property industry, the practice regularly advises on sophisticated domestic and cross-border matters, ranging from transactional work to advice on all types of property related issues as well as issues regarding ownership, use and management of commercial properties.

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www.wistrand.se

1 Swedish krona, SEK = € 0.104, EUR (average 2017)